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BULLETIN

OF

The National Association for the Study and Prevention of Tuberculosis

Vol. IV FEBRUARY, 1918 No. 5

Why 5,000 New Members are Needed

THE present membership of the National Association is about 2,500. The Association must increase its revenue and expand its sphere of influence if it is going to accomplish the work that must be done during the coming year, along the following lines:

1 The carrying on of its extensive war program of education and follow-up work.

2 The supplying of additional field service, for which there is great demand.

3 The promoting of needed federal legislation and health programs.

4 The standardization of all forms of anti-tuberculosis work.

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Membership Campaign Has Auspicious Opening

With state and local associations from the Atlantic to the Pacific coast responding enthusiastically, the campaign of the National Association for 5,000 new members by March 11th had an auspicious start on February 4th. Members had already been enrolled by 22 states on that date.

Letters and telegrams from many states have promised full co-operation. North Carolina and Maine expect to more than double their quota. Washington wires it will probably fill its quota during the first week of the campaign. Louisiana writes that three memberships have already been secured and the entire minimum allotment of 25 can doubtless be secured in New Orleans alone. Illinois is working to double its quota. It is hoped that with the many other enthusiastic responses the National Association will be able to report great progress in the March issue of the BULLETIN and to report complete success in the April issue.

Readers of the BULLETIN are urged to assist local and state associations in securing memberships.

The following will give some of the methods of conducting the campaign:

Lists

It should be noted, first of all, that the appeal for membership in the National Association is a peculiar appeal. It is not an appeal to the general public. The policy of the National Association in soliciting membership has always been to endeavor so to appeal that the support of local anti-tuberculosis agencies is not weakened. In this endeavor it has been necessary to try to reach men and women who were financially able to support local, state and National work, and also those who would have a sufficient insight or interest in the problems of tuberculosis to lend their support to these various groups.

To each state association secretary has been furnished the nucleus of a list. These lists are furnished to secretaries of state associations on a special solicitor's card with a duplicate slip, the card and the slip both bearing the name and address of the individual to be solicited. The state agent will in turn break up this list in accordance with his various local organizations and will send to each one the names of individuals residing in his territory. Local solicitors should be instructed to call on or write to each of these people and to secure, if possible, their membership in the National Association. If membership is secured, it should be checked on the card in the proper way. If it is not secured, the reason should be indicated, such as, for example, "not interested," "cannot afford," "will join later," etc. The name of the solicitor and other questions on the card should also be answered. The card should then be returned to the state association secretary from whom it was received by the local association. The card should be returned whether the membership is secured or not. If membership is secured, an application card should be filled out. Supplies of these cards will be furnished in whatever quantities may be needed. With the application card should be forwarded the check or cash from the individual. This amount, with the application card and the solicitor's card, should be forwarded by the local association or other agency directly to the state secretary and by him to the National Association. The state secretary will retain the carbon copy slips and from these slips he will be able to determine what names have been solicited, what cards have been returned, what memberships have been secured and what names have not been secured for membership.

Local Lists

The lists furnished by the National Association are given merely as a nucleus for a more extended set of lists. Each state and local association should fill out blank solicitor's cards for individuals in their communities who might be interested in joining the National Association. So far as possible, no individuals should be solicited unless a solicitor's card is previously made out. This will avoid duplication and confusion and will also greatly facilitate checking up the field. Every

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effort should be made to list on these prospect cards any individuals in the community who might possibly become a member of the National Association. An ample supply of cards and slips for duplicate copies will be furnished from the National Association.

Starting at Home

It is presumed that every local and state anti-tuberculosis organization is a member of the National Association, or, if not, that it will immediately become one. This applies not only to associations and committees, but to sanatoria, dispensaries, visiting nurse associations, open air schools, etc. The first place to start in soliciting and in building up a list should be with this group. Institutions and associations may join the National Association through their secretaries, presidents or other responsible officers. The association or institution may pay the bills and receive all the literature and other material furnished to members, the membership being entered on the records of the National Association in the name of the secretary or president, or some other official who may be designated, as, for example, "John Smith, President of the Smithville Anti-Tuberculosis Committee." Another group that should head the list of local prospects consists of the directors of anti-tuberculosis organizations, superintendents of institutions and individuals who are particularly interested in tuberculosis as their special philanthropy. This group forms an unusually good selected list.

Special Prospects

In some communities there will be men and women who might be interested in contributing larger sums than $5.00 a year to the work of the National Association. These men and women should be specially waited upon, preferably by a committee, and should be made the basis of special appeal. The executive office of the National Association will gladly furnish more detailed information concerning its work and will supply literature and other data to interest and secure the support of such individuals. Where there is a likelihood of a contribution of some magnitude, such as $1,000 or more, it may be possible, in some instances, for representatives of the National Association personally to wait upon the individual in question.

Allotments

(1) The list on page 1 of the January BULLETIN gives the present membership by states in the National Association and allotments in the campaign for 5,000 new members made to each state. The state secretaries have been requested, in turn, to break up their allotment in a similar form for their local organizations. The allotments are based roughly upon the population of the United States, varied in different localities in accordance with the amount of anti-tuberculosis work being done and the membership of the National Association in these territories.

(2) *Literature and Service.*—The National Association will be glad to furnish envelope enclosure slips, campaign handbooks, special circulars, sample copies of the *Journal of the Outdoor Life, The American Review of Tuberculosis,* the "Transactions" of the Association and other literature.

Method of Campaign

(1) *Personal Appeal.*—The most direct and best method of getting members for the National Association is by personally presenting the claims of the work. Inasmuch as the lists will be small and the individuals to be approached will be men and women of influence in the community, a direct personal appeal from one individual or group of individuals to another will secure more members than any other way.

(2) *Using the Solicitor's Cards.*—Solicitors should be impressed with the responsibility of their task in getting the men or women whom they are to solicit. If they do not get them, they should be impressed with the necessity of telling the reason why on the solicitor's card. This is important, inasmuch as the executive office of the National Association may wish, at some later date, to write to these men and women and these solicitor's cards may be used as a basis for an appeal.

(3) *Use of Circular Letters.*—As indicated in a previous section, where a personal appeal cannot be made, or where it is desirable to follow up a personal appeal by a letter, a judicious use of the mails may be made. This membership campaign, however, is not a "mail sale" proposition. It is a *personal appeal.*

(4) *Caution.*—Local and state organizations and solicitors are again cautioned that this campaign for membership is not a promiscuous, but a selective solicitation. If it is rightly carried on, the campaign will not in any way interfere with local support, but should greatly strengthen the local interest in the work.

Reporting Results

(1) *To Whom to Report.*—Local solicitors should, in all cases, make their reports to the local organization from whom they receive their solicitor's cards. The local associations, in turn, should make their reports to their state association. The state association will then make report for the entire state to the National Association. These reports should be forwarded at periodic intervals every two or three days, or each week at least. It is advisable not to hold them up.

(2) *Solicitor's Card to be Returned.*—The original solicitor's card should always be forwarded with the application card for membership in the National Association. All names and addresses should also be carefully spelled out, to avoid any errors in entering records.

(3) *Charged Memberships.*—In forwarding the application card and the solicitor's card, the attention of all those who use these records is called to the fact that careful notation should be made as to whether the membership is paid or charged. Some people will wish to join the Association but will prefer to be billed for their membership rather than pay for it in cash at once. This is proper provided the individual is responsible. Proper note, however, should be made on the record to this effect.

(4) *Endorsement.*—Each application card should bear the endorsement of some individual, either a state or local secretary or some member of the National Association. This is imperative in order to keep questionable individuals, associated with industries or organizations that are not desirable, from joining the National Association.

(6) *Remittances.*—State associations in rendering reports may remit either by their own check or may forward the original checks or cash turned in by solicitors with membership cards. Money orders may also be used for forwarding the money. The latter is the preferable form of remittance.

Competition

"Red Roll."—The National Association is publishing weekly during the campaign a "booster sheet," entitled "Red Roll," giving the result of the campaign as reported by states and indicating how states are progressing in relation to their quota. Every state will wish to reach its quota, or to exceed it. The "Red Roll" will list states in the order of percentage of quota attained—that is, the state attaining 100 or more per cent. of its quota will always be toward the top and printed in red.

Value of Membership

Entirely aside from the educational campaign that will result from this membership drive, the securing of the allotment of members assigned to each state will mean a valuable adjunct to the work in these particular communities.

Value of the National Association to Local Organizations.—The object of this campaign for membership is to make the National Association of more service to its state and local organizations. Every dollar received from every community in the United States for membership in the National Association will be returned to that community, potentially or actually, in service rendered from the executive office of the National Association. The National Association does not exist for itself, but for its local organizations. The way in which it can be of most use to these agencies is by giving it adequate support.

A Tuberculosis Worker's Library

The following is a descriptive list of publications that are furnished free on request to new members of The National Association for Study and Prevention of Tuberculosis at the time they join. All of them are valuable in certain particular ways, and together they make a nucleus for a good library on tuberculosis.

Pamphlet 101, *"Sleeping and Sitting in the Open Air."* A 24-page pamphlet designed for popular distribution to promote interest in outdoor living.

Pamphlet 102, *"The Effect of Tuberculosis Institutions on the Value and Desirability of Surrounding Property."* 64 pp., 1914, 10c. postpaid to non-members. A convincing array of facts and arguments for those who are locating new tuberculosis institutions.

Pamphlet 104, *"Tuberculosis Legislation in the United States."* 64 pp., 1915, 20c. postpaid to non-members. A helpful monograph for those who are planning new tuberculosis legislation or for those who need to convert legislators to the passage of proposed laws.

Pamphlet 105, *"Working Men's Organizations in Local Anti-Tuberculosis Campaigns."* 64 pp., 1916, 20c. postpaid to non-members. A study of various tested methods for organization of working men for anti-tuberculosis work, with their strong and weak points demonstrated clearly. A helpful pamphlet for all local organizations.

Pamphlet 106, *"What You Should Know About Tuberculosis."* A standard pamphlet on tuberculosis of 32 pp., prepared by a committee of the National Association and designed for popular distribution to tuberculosis patients and their families.

Pamphlet 107, *"Tuberculosis Dispensary Method and Procedure."* 120 pp., 1916, 25c. postpaid to non-members. A handbook for physicians, nurses, secretaries of anti-tuberculosis associations and others who are working in or planning tuberculosis clinics and dispensaries.

Pamphlet 108, *"Red Cross Seal Percentages."* A study for Red Cross Seal agents to show the prevailing experience throughout the country in the matter of percentages charged by state to local agents.

"Tuberculosis Hospital and Sanatorium Construction." By Dr. Thomas Spees Carrington. A handbook for architects, sanatorium superintendents and others who are building tuberculosis hospitals. The only comprehensive work of this character in English. Revised edition, 1914. 182 pp., 123 illustrations. To non-members 62c. postpaid in paper; $1.15 postpaid in cloth.

"Fresh Air and How to Use It." By Dr. Thomas Spees Carrington. A practical book of suggestions for architects, physicians, tuberculosis patients and workers, and others who wish to know about the most approved methods of outdoor sleeping. 1914, 250 pp., cloth only, profusely illustrated, $1.00 postpaid to non-members.

A "Tuberculosis Directory." 421 pp., 1916. Cloth, 60c. postpaid to non-members. Contains a list of institutions, associations and other agencies dealing with tuberculosis in the United States and Canada. It also outlines legislation affecting tuberculosis in the United States, including activities of state and local boards of health.

"Transactions." Transactions of the Annual Meetings of the National Association. Annual volumes of from 400 to 600 pp. Members are entitled to the current volume. Price to non-members, paper, 50c. postpaid; cloth, $1.00 postpaid. Contains reports of the Treasurer, reports of the Executive Office and the numerous papers read at the clinical, sociological and pathological sections, with discussions.

The Journal of the Outdoor Life. A monthly magazine of a non-technical nature. Publishes articles of helpful interest to tuberculosis patients, physicians, secretaries of anti-tuberculosis associations, and others interested in the campaign.

Monthly Bulletin. A bulletin of important things the National Association is doing, and also of technical suggestions on methods and programs of anti-tuberculosis work.

Sectional Conference Plans

Preliminary arrangements for six sectional conferences next fall are now being made. The time and place of each will probably be announced in the March issue of the BULLETIN. At five conferences last year Continuation Committees were elected to act in an advisory capacity regarding plans for the 1918 meetings. These Committees and also the Central Council of the Mississippi Valley Conference are giving consideration to the matter of time and place, as well as suggestions for programs. Anti-tuberculosis workers in each sectional conference district are urged to send suggestions at once to the office of the National Association.

The members of the Continuation Committees and the Central Council are as follows:

New England Conference.—Dr. E. D. Merrill, Foxcroft, Me.; Dr. George Haven Clarke, Concord, N. H.; Dr. Edward J. Rogers, Pittsford, Vt.; Hon. Jonathan Godfrey, New Haven, Conn.; Miss Mary Murray, Providence, R. I., and Dr. Arthur K. Stone, Boston, Mass.

North Atlantic Conference.—Hugo A. Brown, Buffalo, N. Y.; W. L. Kinkead, Paterson, N. J.; Dr. W. G. Turnbull, Cresson, Pa.; Dr. C. Hampson Jones, Baltimore, Md.; Dr. F. H. Edsall, Wilmington, Del.; Walter S. Ufford, Washington, D. C.; Dr. B. L. Taliaferro, Catawba Sanatorium, Va., and Alexander Forman, Morgantown, W. Va.

Southern Conference.—Miss Pauline Lewy, Montgomery, Ala.; Dr. A. C. Shipp, Little Rock, Ark.; Dr. W. H. Cox, Jacksonville, Fla.; James P. Faulkner, Atlanta, Ga.; Mrs. Meyer Benson, Shreveport, La.; Dr. Henry Boswell, Jackson, Miss.; Dr. L. B. McBrayer, Sanatorium, N. C.; Prof. Reed Smith, Columbia, S. C., and W. B. Cleveland, Memphis, Tenn.

Northwestern Conference.—Mrs. Bethesda Beals Buchanan, Seattle, Wash.; A. L. Mills, Portland, Ore.; Henry L. Falk, Boise, Idaho; H. R. Cunningham, Helena, Mont.; Mrs. R. A. Morton, Cheyenne, Wyo., and Frank W. LeClere, Salt Lake City, Utah.

Southwestern Conference.—Mrs. E. L. M. Tate-Thompson, Sacramento, Cal.; Dr. Allen H. Williams, Phoenix, Ariz.; John Tombs, Albuquerque, N. M.; Dr. Z. T. Scott, Austin, Texas; Henry Van Kleeck, Denver, Colo.; E. K. Gaylord, Oklahoma City, Okla.; Dr. Roy W. Martin, Las Vegas, Nev., and Dr. J. L. Everhardy, Leavenworth, Kans.

Mississippi Valley Conference.—James Minnick, Chicago, Ill.; Dr. R. G. Paterson, Columbus, Ohio.; Dr. Robinson Bosworth, St. Paul, Minn.; Dr. H. E. Dearholt, Milwaukee, Wis.; Arthur J. Strawson, Indianapolis, Ind.; A. W. Jones, Jr., St. Louis, Mo.; W. D. Thurber, Chicago, Ill., and Miss Maud Van Syckle, Detroit, Mich.

Modern Health Crusaders' Department

600,000 Crusaders Enlisted

The total number of children qualifying as Modern Health Crusaders in the United States has grown to more than 600,000. While the majority of those who have up to the present time received the certificates of enrollment have qualified through selling Red Cross seals, the distribution of almost 800,000 Crusaders' health chore folders indicates that considerably more children may be expected to qualify through drill in health habits now than during the seal campaign. Prospects are excellent for mustering in one million Crusaders before the summer school vacation. For news of developments, see "Notes and Pointers," below.

"Children's Year"

The Federal Children's Bureau has called on the nation to make our first anniversary in the war the inauguration of a "children's year." The most immediate objective is to save at least one-third of the 300,000 American children below school age who die yearly from preventable diseases. In this program all Modern Health Crusaders have a call to patriotic service. The April meeting for the crusader leagues, as authorized in the manual, will give children of school age their instructions for work to save the lives of their juniors. The subjects are: "Baby Welfare," "Clean-up Work," "Fly and Mosquito Campaigns." The program will be elaborated in the March BULLETIN. The fly campaign, along preventive rather than mere swatting lines, should be conducted by the Crusaders in the Gulf states in March. League masters in these states should secure the reference matter cited in the manual for the April meeting without waiting for our next BULLETIN.

Special Offer in Chore Score Cards

Anti-fly and clean-up work has plenty of tangibility to rally children into community health service. Every effort should be made now to enlist children as Crusaders and form them into leagues as companies in the coming battle. The way to accomplish this is to furnish school teachers, Sunday-school superintendents and other workers with an abundance of health chore score-cards. When they are given out, let the date for returning the cards and organizing the league be definitely named. Even where no league can be assured, the chore score-cards should be given out to children to direct them in health habits. To enroll them in the general Crusade strengthens the cause of public health. Certificate cards with the M. H. C. rules cost but $2.00 per thousand. When 8,000 or more chore score-cards are purchased on one order, we can furnish them imprinted with the distributor's address at no additional cost to the regular price, $2.25 per thousand.

March Meeting

A March meeting can be made very valuable for every league. While no subject is listed in the manual, there are abundant means of making the meeting decidedly interesting and an attraction for new recruits. Announce in advance a four weeks' competition in doing the health chores. Instruct Crusaders to bring their score cards to the March meeting with totals certified in ink by parents. Offer special certificates, ribbons or simple prizes like booklets or newspaper announcements to the several Crusaders with perfect or highest scores.

Besides story-telling, the league master may conduct the drills of the February meeting (see January BULLETIN), remembering to introduce the game element. Thus: instruct the Crusaders to do what you say, not what you do; then tell them to bend backwards while you bend sideways before them; count out those who make mistakes.

Where an M. H. C. pennant and a Daily Health Guide chart have not been previously provided, unfurl and post these at the meeting. The walls of the M. H. C. meeting room should also carry a posture chart, showing the correct standing posture. We will quote prices of these on request.

As a community health activity, which should be discussed at each meeting, the league may pass a resolution and publish it in the paper, calling for medical inspection or an additional nurse or similar improvement.

Notes and Pointers

The Vermont Association for the Prevention of Tuberculosis, as directors of the state legion of the M. H. Crusaders, is publishing "The Modern Health Crusader," a comprehensive four-page monthly bulletin. The National Association and some of the state associations are now using special M. H. C. letterheads for this branch of their work.

The Indiana Association reports the enrollment of 10,000 Crusaders who are using health chore cards in St. Joseph County.

The New York State Charities Aid Association is promoting the Crusade actively throughout the state, outside of New York City. One hundred and twenty-nine teachers in Tompkins County have been supplied with M. H. C. chore cards under the direction of Miss F. L. Brown, public health nurse.

Paul L. Benjamin, Secretary of the Minneapolis Tuberculosis Committee, reports the employment of a special representative for children's work and the development of the Crusade.

The principal of the high school at Victoria, Texas, writes: "We are planning to have the children of our school, about one thousand in number, keep the health chore record."

A West Virginia teacher wrote Dr. Harriet B. Jones, Executive Secretary of the state association: "You ought to see the improvement in my pupils since they have been keeping the chores."

Willis E. Chandler, Executive Secretary of the Rhode Island Association, received the following in a letter from a teacher:

"We are finding the Modern Health Crusader movement very interesting, and I know of some good it is doing in cultivating the habit of keeping clean.

"Yesterday one of my boys came to me and told me he had bought a toothbrush and so had his brother, and they were going to begin keeping their record of health chores next Sunday. Another brother has already begun his health chores; and for the first time in weeks, it seems to me, I notice his hair has had a good combing.

"Several of the families in my district make it quite the rule for their children to brush their teeth, etc., but even then the children enjoy keeping a record and earning the pin immensely."

Frank W. LeClere, Executive Secretary of the Utah association, reporting the progress of the Crusade in that state, cites an order for 1,000 chore records at Provo, the seat of Brigham Young University.

WILL YOU JOIN?

I desire to become a member of THE NATIONAL ASSOCIATION FOR THE STUDY AND PREVENTION OF TUBERCULOSIS, and enclose herewith five dollars in payment of my annual dues.

Kindly mail Certificate of Membership to

Name .....

Address .....

Checks should be drawn to the order of WILLIAM H. BALDWIN, Treas., and forwarded to 105 East 22nd Street, New York City.